

# ANNUAL REPORT

JANUARY 31, 1954

V. J. ELMORE  
5¢-10¢ & \$1.00 STORES, INC.



## V. J. ELMORE

5c 10c & 1.00 STORES, INC. BIRMINGHAM, ALA.

FOUNDED 1925





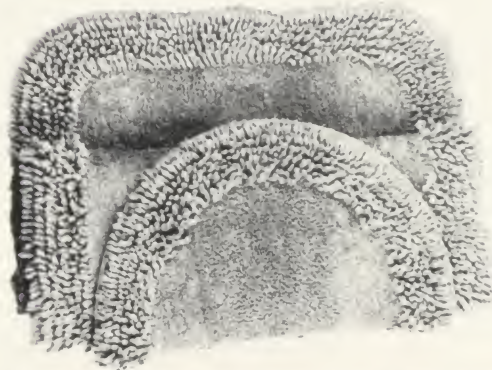
# V.J. ELMORE

5c 10c & 1.00 STORES, INC.

BIRMINGHAM, ALA.



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CORPORATION FILE



Some Items Manufactured In Alabama And Mississippi That Are On Sale In V. J. Elmore Stores.

ANNUAL REPORT TO THE STOCKHOLDERS..



## PRESIDENT'S LETTER..

March 16, 1954

### TO THE STOCKHOLDERS:

This is the twentieth annual meeting of stockholders of your Company since the date of incorporation in 1935. I again have the privilege and responsibility of reporting to you relative to the operations and current condition of your Company.

The balance sheet statement at January 31, 1954 and a statement of profit and loss for the fiscal year ending that date are included in the report. It will be observed that dollar sales volume reflects an increase of \$236,225 as compared with the preceding year. On a subsequent page there is set forth a chart relative to the sales dollars and how these sales dollars are used.

Net profit for the year was \$314,027, which can be favorably regarded. Dividends were paid in amount believed to be in keeping with sound business policy and to permit a reasonable retention of funds for investing in additional stores, improvement of existing stores, and to provide a margin in case of reverses. Inventories reflect a substantial decrease as compared with the figure of January 31, 1953. Markdowns have been taken where needed and obsolete merchandise eliminated.

There are now sixty-two stores in operation. The Roanoke, Alabama, store mentioned in our last report as having been opened March 5, 1953 has proven a satisfactory addition.

We are continuing our policy of modernization and improvement of existing stores. This is essential if we are to improve the quality of our service and maintain our competitive position in the variety store field. There are several remodelling jobs and air conditioning installations contemplated. This is in addition to the routine maintenance operations to be carried on during the year. It is the intention to take advantage of opportunities for reasonable expansion in the way of additional stores where suitable locations can be obtained and when funds are available from retained profits of the preceding year.

What might be termed a departure from the conventional type of the physical set up of our stores has been carried out in connection with our store located at North Birmingham, Alabama. It is being converted to a one hundred percent self service and check out store. This change has been made after careful study of like operations, but is regarded as an experiment in our chain and type business. A picture of the interior of this store appears on a subsequent page. If the venture proves successful it is the intention to convert certain other stores to like operations.

It is always a pleasure to make grateful acknowledgement to the personnel of our Company for their loyal and efficient service. I wish to thank the Directors and Stockholders for their counsel. It has been another profitable year of operation in addition to the progress achieved. The ability and integrity of those associated with our Company has accomplished this. I wish to again express my appreciation.

With best wishes to each of you, this report is respectfully submitted.

*Mrs. V. J. Elmore*  
President

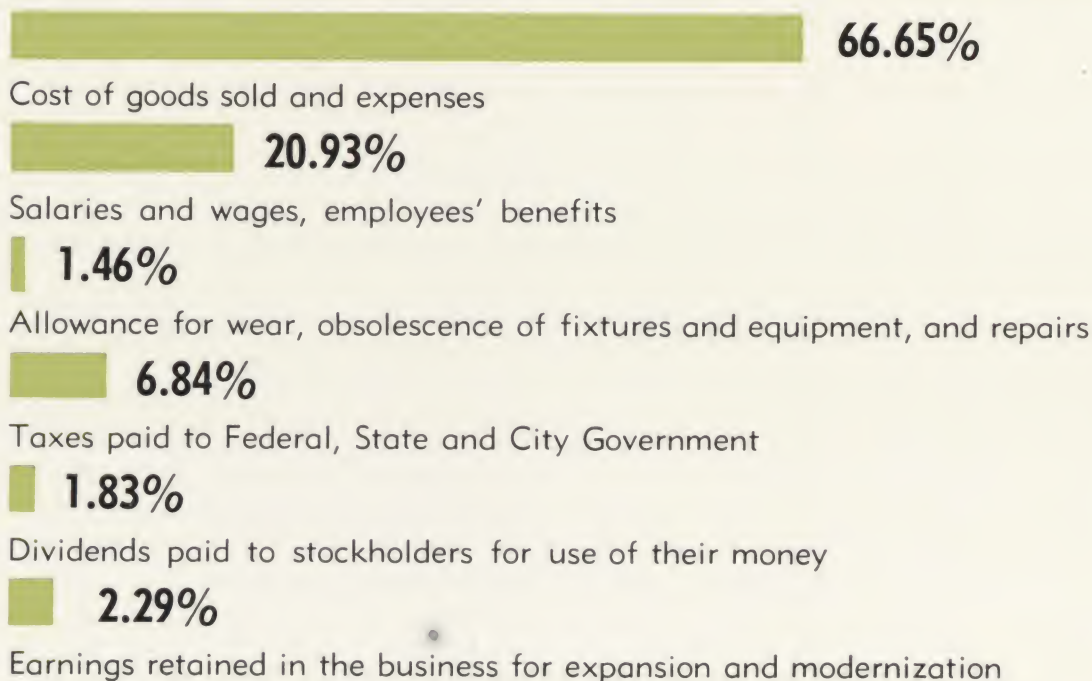
Gloves by Riegel Textile Corp.,  
Greenville, Ala.

Bootees by Mrs. F. J. Haynes,  
Anniston, Ala.

Anklelets by R. D. Durham,  
Ft. Payne, Ala.



## HOW OUR SALES DOLLARS WERE USED IN 1953



Men's Anklelets by  
Meywebb Hosiery Mills  
Meridian, Miss.

Children's Gloves by  
Wells Lamont Corp.,  
Waynesboro, Miss.

Sling Shots by  
Plastone Plastic Co.,  
Birmingham, Ala.



**HOME OFFICE and WAREHOUSE BUILDING**  
**10 South Fourteenth Street**  
**Birmingham, Alabama**



Our home office building was completed on March 1, 1941, and with subsequent additions now contains 36,000 square feet of warehouse space on the ground floor. Executive and buying offices are located on the second floor with suites of offices arranged for each department. The entire office area is equipped with year-round air conditioning and fluorescent lighting.

AKRON  
ATLANTA  
BALTIMORE  
BIRMINGHAM  
BOSTON  
BUFFALO  
CANTON  
CHICAGO  
CINCINNATI  
CLEVELAND  
COLUMBUS  
DALLAS  
DAYTON  
DENVER  
DETROIT  
ERIE  
FORT WORTH  
GRAND RAPIDS  
HOUSTON  
INDIANAPOLIS  
KANSAS CITY  
LOS ANGELES  
LOUISVILLE  
MEMPHIS  
MIAMI  
MILWAUKEE  
MINNEAPOLIS

# ERNST & ERNST

ACCOUNTANTS AND AUDITORS  
SYSTEM SERVICE

BIRMINGHAM

1314 FIRST NATIONAL BLDG  
DELIVERY ZONE 3

NEW ORLEANS  
NEW YORK  
PHILADELPHIA  
PITTSBURGH  
PORTLAND, ME.  
PROVIDENCE  
READING  
RICHMOND  
ROCHESTER  
ST. LOUIS  
ST. PAUL  
SAN ANTONIO  
SAN FRANCISCO  
SEATTLE  
TOLEDO  
WASHINGTON  
WINSTON-SALEM  
YOUNGSTOWN  
TORONTO, CANADA  
CORRESPONDENT AT  
LONDON  
CABLE ADDRESS  
"ERNSTAUDIT" N.Y.

Board of Directors  
V. J. Elmore 5c, 10c and \$1.00 Stores, Inc.  
Birmingham, Alabama

We have examined the balance sheet of V. J. Elmore 5c, 10c and \$1.00 Stores, Inc., as of January 31, 1954, and the related statements of profit and loss and surplus for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statements of profit and loss and surplus present fairly the financial position of V. J. Elmore 5c, 10c and \$1.00 Stores, Inc., at January 31, 1954, and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

*Ernst & Ernst*

February 26, 1954



## ASSETS

January 31, 1954,

	January 31, 1954		January 31, 1953	
<b>CURRENT ASSETS</b>				
Cash .....	\$	943,772		\$ 783,973
United States Treasury Notes—at tax payment value.....	\$531,680		\$ 405,640	
Less federal and state taxes on income—estimated .....	425,000	106,680	405,640	-0-
Trade accounts receivable.....		2,315		6,785
Merchandise inventories:				
At stores—at cost as determined by the retail inventory method .....	\$944,983		\$1,084,907	
In warehouse—at lower of cost (first-in, first-out basis) or market.....	345,165		359,856	
In transit—at cost.....	20,079	1,310,227	55,375	1,500,138
TOTAL CURRENT ASSETS.....		\$2,362,994		\$2,290,896
<b>INVESTMENTS AND OTHER ASSETS</b>				
Marketable securities held in escrow—at cost and interest accrued .....	\$ 44,108		\$ 51,781	
Other securities—at cost and interest accrued.....	6,623		4,700	
Cash surrender value of life insurance.....	6,125		5,471	
Sundry accounts receivable.....	795	57,651	736	62,688
<b>LAND, BUILDINGS, AND EQUIPMENT—at cost less allowances for depreciation and amortization</b>				
Land .....	\$ 18,000		\$ 18,000	
Office and warehouse building and paving .....	\$194,004		\$ 162,215	
Fixtures and equipment.....	483,168		414,157	
Automobiles and trucks.....	59,077		57,283	
Improvements to leaseholds.....	126,476		103,104	
	\$862,725		\$ 736,759	
Less allowances for depreciation and amortization .....	286,320		235,532	
	\$576,405		\$ 501,227	
Building, equipment and improvement installations in progress .....	-0-	594,405	36,053	555,280
<b>DEFERRED CHARGES</b>				
Unexpired insurance .....	\$ 22,392		\$ 43,664	
Supplies .....	5,945	28,337	6,549	50,213
		\$3,043,387		\$2,959,077



# BALANCE SHEETS

## LIABILITIES

and January 31, 1953

### CURRENT LIABILITIES

Accounts payable and accrued expenses:

	January 31, 1954	January 31, 1953
Trade accounts .....	\$ 101,716	\$ 150,589
Salaries and bonuses .....	50,158	58,489
Pay roll taxes and taxes withheld from employees .....	12,286	11,943
Sales and retailers excise taxes .....	14,430	15,755
Federal and state taxes on income—estimated .....	\$ 425,000	\$ 490,000
Less United States Treasury Notes— at tax payment value .....	425,000 -0-	405,640 84,360
<b>TOTAL CURRENT LIABILITIES .....</b>	<b>\$ 178,590</b>	<b>\$ 321,136</b>

### CAPITAL STOCK AND SURPLUS

Capital stock:

First preferred stock, par value \$100.00 a share  
(entitled to \$100.00 a share plus accumulated  
dividends upon liquidation):

Authorized 3,683 1/2 shares for 1954; 4,000  
shares for 1953, issued and outstanding:

830 shares of 7% cumulative .....	\$ 83,000	\$ 83,000
2,853 1/2 shares of 5% cumulative for 1954; 2,388 1/2 shares for 1953 .....	285,350	238,850
	<u>\$ 368,350</u>	<u>\$ 321,850</u>

Common stock, Class "B"—no par value, stated  
value \$16 2/3 a share, dividends of \$1.00 a year  
cumulative, preferred over other common stock  
only as to dividends:

Authorized, issued and outstanding 6,000 shares .....	100,000	100,000
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Common stock, Class "A"—no par value, stated  
value \$16 2/3 a share:

Authorized 2,500 shares, issued and out- standing 2,500 shares for 1954; 2,383 3/4 shares for 1953 .....	41,667	39,729
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	\$ 510,017	\$ 461,579
Capital surplus .....	16,235	15,266
Earned surplus .....	2,338,545	2,161,096
	<u>2,864,797</u>	<u>2,637,941</u>
	<u><u>\$3,043,387</u></u>	<u><u>\$2,959,077</u></u>

# STATEMENTS OF PROFIT AND LOSS

Years ended January 31, 1954, and January 31, 1953

	Year Ended		Increase Decrease*
	Jan. 31, 1954	Jan. 31, 1953	
Net sales.....	\$7,482,685	\$7,246,459	\$236,226
Cost of goods sold.....	4,778,316	4,597,817	180,499
	\$2,704,369	\$2,648,642	\$ 55,727
Selling and administrative expenses.....	2,096,817	1,978,888	117,929
	\$ 607,552	\$ 669,754	\$ 62,202*
Other income.....	127,215	125,139	2,076
	\$ 734,767	\$ 794,893	\$ 60,126*
Other deductions.....	1,628	391	1,237
	\$ 733,139	\$ 794,502	\$ 61,363*
PROFIT BEFORE TAXES ON INCOME			
Taxes on income:			
Provision for the year—estimated:			
Federal normal income tax and surtax.....	\$ 372,500	\$ 405,000	\$ 32,500*
Federal excess profits tax.....	41,000	73,000	32,000*
State income taxes.....	11,500	12,000	500*
Overprovision for prior years.....	5,888*	4,981*	907*
TOTAL TAXES ON INCOME	\$ 419,112	\$ 485,019	\$ 65,907*
NET PROFIT	\$ 314,027	\$ 309,483	\$ 4,544

Provision for depreciation and amortization included above:  
1954—\$71,637; 1953—\$62,131.

\*Indicates red figures.

## STATEMENTS OF SURPLUS

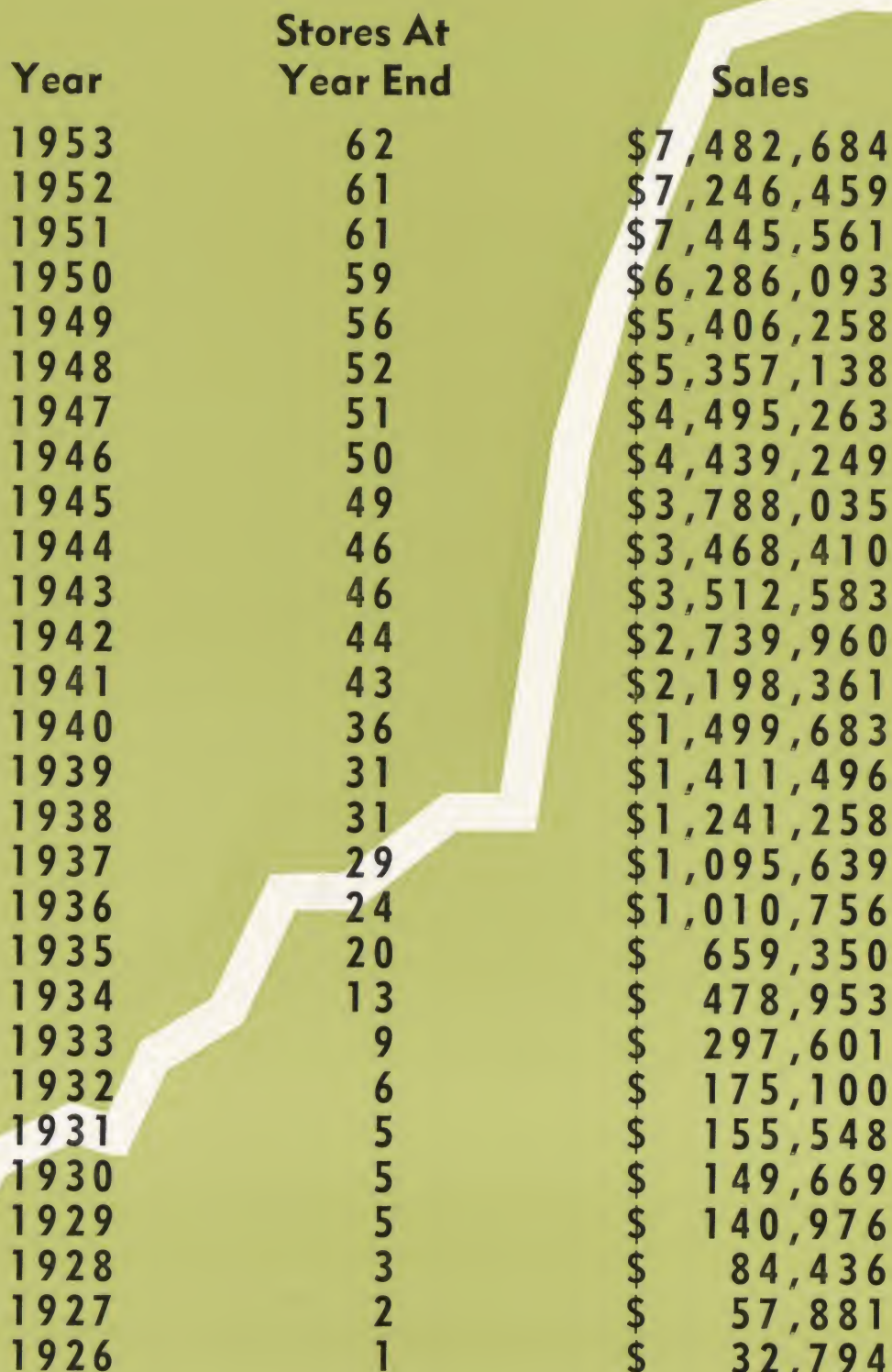
	Year Ended		Increase Decrease*
	Jan. 31, 1954	Jan. 31, 1953	
CAPITAL SURPLUS			
Balance at beginning of year.....	\$ 15,266	\$ 14,699	\$ 567
Proceeds from sale of capital stock in excess of its stated value....	969	567	402
Balance at end of year	\$ 16,235	\$ 15,266	\$ 969
EARNED SURPLUS			
Balance at beginning of year.....	\$2,161,096	\$1,982,959	\$178,137
Add net profit for the year.....	314,027	309,483	4,544
	\$2,475,123	\$2,292,442	\$182,681
Deduct cash dividends paid:			
On 7% preferred stock (\$7.00 a share).....	\$ 5,810	\$ 5,810	\$ -0-
On 5% preferred stock (\$5.00 a share).....	14,268	11,942	2,326
On Class "A" common stock (\$25.00 a share).....	62,500	59,594	2,906
On Class "B" common stock (\$9.00 a share).....	54,000	54,000	-0-
	\$ 136,578	\$ 131,346	\$ 5,232
Balance at end of year	\$2,338,545	\$2,161,096	\$177,449



# V. J. ELMORE

5¢-10¢ & \$1<sup>00</sup> STORES, INC.

## SALES 1926 - 1953



Year	Stores At Year End	Sales
1953	62	\$7,482,684
1952	61	\$7,246,459
1951	61	\$7,445,561
1950	59	\$6,286,093
1949	56	\$5,406,258
1948	52	\$5,357,138
1947	51	\$4,495,263
1946	50	\$4,439,249
1945	49	\$3,788,035
1944	46	\$3,468,410
1943	46	\$3,512,583
1942	44	\$2,739,960
1941	43	\$2,198,361
1940	36	\$1,499,683
1939	31	\$1,411,496
1938	31	\$1,241,258
1937	29	\$1,095,639
1936	24	\$1,010,756
1935	20	\$ 659,350
1934	13	\$ 478,953
1933	9	\$ 297,601
1932	6	\$ 175,100
1931	5	\$ 155,548
1930	5	\$ 149,669
1929	5	\$ 140,976
1928	3	\$ 84,436
1927	2	\$ 57,881
1926	1	\$ 32,794







# V. J. ELMORE

## STORES AND MANAGERS

For January 31, 1954

Date Opened	Town	Manager	Date Opened	Town	Manager
1925	Clanton, Ala.	J. C. Parr	1940	Talladega, Ala.	W. T. Camp
1927	Jasper, Ala.	G. R. Dunlap	1940	Monroeville, Ala.	J. F. Wade
1928	Wetumpka, Ala.	R. M. Martin	1940	North Birmingham, Ala.	J. D. Cleere
1929	Haleyville, Ala.	J. D. Northcutt	1940	Aberdeen, Miss.	J. M. Logan
1929	Russellville, Ala.	C. J. Boothe	1940	Amory, Miss.	J. O. Ferrell
1932	Alexander City, Ala.	J. W. Plyler	1941	Guntersville, Ala.	G. C. Burks
1932	Hartselle, Ala.	P. C. Thomas	1941	Eutaw, Ala.	J. L. Davis
1932	Athens, Ala.	M. L. Ward	1941	Tuscumbia, Ala.	Mrs. Eunice Wilkerson
1933	Andalusia, Ala.	H. R. Hutson	1941	Sylacauga, Ala.	Jasper T. King
1934	Tuskegee, Ala.	Wm. Murner, Jr.	1941	Scottsboro, Ala.	L. B. Wallace
1934	Marion, Ala.	J. T. Rinehart	1941	Fayette, Ala.	J. D. Estes
1934	Demopolis, Ala.	J. E. Pullen	1941	Decatur, Ala.	F. I. Manker
1934	Greenville, Ala.	J. T. King	1942	Fairfield, Ala.	R. H. Wilks
1935	Union Springs, Ala.	Geo. McCluney	1943	Ozark, Ala.	M. H. Brom
1935	Samson, Ala.	T. L. Grainger	1943	Ozark, Ala.	W. G. Swann
1935	Prattville, Ala.	J. C. Thompson, Jr.	1943	Abbeville, Ala.	Miss Frances Head
1935	Troy, Ala.	F. S. Alsup	1945	Attalla, Ala.	Newell LaFayette
1935	Eufaula, Ala.	O. M. Partin	1945	Carbon Hill, Ala.	Mrs. Edith R. Rutledge
1935	Atmore, Ala.	F. B. Littleton	1945	Iuka, Miss.	H. L. Brom
1935	Bay Minette, Ala.	J. F. Rain	1946	Tallassee, Ala.	K. P. Morris
1936	Brundidge, Ala.	Mrs. Elizabeth Carter	1947	Homewood, Ala.	H. S. Hayne
1936	Clayton, Ala.	W. L. Speaks	1948	Moulton, Ala.	L. K. Gay
1936	Evergreen, Ala.	J. S. Livengood	1949	Enterprise, Ala.	Dalton Gentry
1936	Brewton, Ala.	C. O. McAlister	1949	Foley, Ala.	Crauston Teague
1937	Albertville, Ala.	J. D. Henry	1950	Leeds, Ala.	Billy C. Barefield
1937	Oneonta, Ala.	O. O. Fowler	1950	Gadsden, Ala.	C. W. Hackett
1937	Greensboro, Ala.	S. J. Lawrence	1950	Elba, Ala.	Xemon Hill
1937	Boaz, Ala.	W. H. Dixon	1950	Bessemer, Ala.	J. C. Macon
1937	Opp, Ala.	H. D. Rooks	1951	Sheffield, Ala.	O. G. Hargett
1938	Fort Payne, Ala.	G. R. Rinehart, Jr.	1951	Corinth, Miss.	W. L. Lisenbee
1938	Alabama City, Ala.	H. P. Collins	1953	Roanoke, Ala.	J. M. McGill

## Officers

For January 31, 1954

MRS. V. J. ELMORE.....President

W. F. RAINER.....Assistant to the President

G. F. PARR.....Vice President, Budgeting

JOHN W. POWERS, JR.....Vice President, Real Estate

W. A. WILLIS, JR.....Secretary and Treasurer

C. O. HESTER.....Assistant Secretary and Merchandise Manager



## Directors

MRS. V. J. ELMORE  
President  
Birmingham, Alabama

W. F. RAINER  
Assistant to the President  
Birmingham, Alabama

G. F. PARR  
Vice President, Budgeting  
Birmingham, Alabama

GRADY REYNOLDS  
Reynolds & Reynolds, Attorneys  
Clanton, Alabama

JOHN W. POWERS, JR.  
Vice President, Real Estate  
Birmingham, Alabama

W. A. WILLIS, JR.  
Secretary and Treasurer  
Birmingham, Alabama



BIRMINGHAM PUBLISHING COMPANY







**V. J. ELMORE**

5¢-10¢ & \$1<sup>00</sup> STORES, INC.